



ANDERSON BRULÉ ARCHITECTS

SUNNYVALE LIBRARY OF THE FUTURE Focus Group Meeting

MEETING DATE:	September 24, 2006	REGARDING:	Meeting Agenda
MEETING TIME:	3:00 to 5:00 p.m.	ABA PROJECT #:	06.0707.0
LOCATION:	Sunnyvale Library Program Room, 665 W. Olive Ave.		
ATTENDEES	9 participants		

Rob Cameron, ABA
Sam McBane Mulford, ABA

CONTEXT: As part of our planning process, we are reaching out to the community to help us better understand library service needs both today and in the future.

PURPOSE: □ solicit input on current and future library service needs from library users

INTENDED RESULTS: □ to understand this group's perspective on the current state and the future of library services in Sunnyvale

AGENDA ITEMS

I. Introduction / Agenda Review

- A. Introduction of Participants
 1. Who do you feel you represent in the community?
 2. Do you use a Library(ies)? If so, which ones, how often and for what purpose?

Participant - Sunnyvale resident from early 70s, lived in east coast before, retired in 1999 from AT&T, now in a start-up company, engineer schooled – used the library a lot when his son was growing up; story times, good feelings for library in the past but when the library declined he started using other libraries in the area – library is now back on its way up. Has set up a local tutoring class – ‘Young Astronauts Program’ and has been tutor to various groups – wants the library to be a leader of surrounding area. Is retired but doesn't stop working.

Participant – is a mother of a 1 and 3 year old child – stay at home mom and is a member of mother's group; on the rainy day schedule they use the Cupertino Library (once a week) – they sometimes use the story time service on Thursday at 10am, they also have a large children's area, kid friendly (10 moms with kids) – café nearby – she doesn't use Sunnyvale.

Participant – Parent of 3 and 6 year old, West Valley and Sunnyvale libraries, Staff member of Parks and Rec – wants more synergy between libraries and P&R, wrote space optimization study in 2002, in her job she does lots of research and uses reference libraries and San José State – she needs graduate study resources.

Participant – Grew up in the bay area, attended Fremont high school, De Anza, just finished undergrad at USC Berkeley in Architecture and minor city planning. Used library for research and studies and also tutored other kids for math – only uses movie collection at present. Uses Mountain View library– nice layout and close by to restaurant and cafes.

Participant – resident since 1987, raised in small community (used a local Carnegie donated Library when growing up) fascinated by libraries – has toured the SJ King Library and used it for meetings – wants Sunnyvale to be community center as well as Library. Also toured Seattle library and liked it a lot – not a regular user since college years. He is a Deputy Superintendent for Public Schools in Sunnyvale.

Participant - Came here in 1967, owner of fastest growing bio-tech company in Bay Area, involved in Sunnyvale/Californian promotion for biotech industry, community wise – involved in biotech curriculum at Fremont HS, is a future thinker and was involved in the development and building of the Epcot Center in Florida – always thinking ahead. Uses library all the time – Sunnyvale primarily. Wife also grew up in Sunnyvale and also uses

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library. A library is a quality indicator of a community – strong library = strong community, allows community educational options/opportunities.

Participant – Grew up in Sunnyvale – life-long user of the library, parents still use Sunnyvale library – but he doesn't use library anymore, works for one of the largest single employers of Sunnyvale population. Has a business development perspective, sees this as a key growth area of Sunnyvale – e.g. Moffat Park. He doesn't use libraries very often now.

Participant – Originally from NYC, Manhattan and Queens, came here 10 years ago, Sunnyvale Library allowed her to switch careers, switched from performing arts to story teller/tutor. Her child didn't want to come to Focus Group as libraries are not a place where teenagers hang out. Uses library for research – she tutors story telling and music locally. She loved that librarians love to help you research and get more from libraries. She wants Sunnyvale to become a place of community, learning, teen hang out and a cultural experience, kids can't walk here so wouldn't hang out, kids are waiting here to get picked up all the time instead of wanting to be here – but wants more for all users – a real experience.

B. Process Overview - Envisioning the Library of the Future

1. Process Participants and Outreach
2. Outcome and Schedule

C. What We Have Heard Thus Far from Sunnyvale

II. Library Services – Current and Future Needs

A. What do you appreciate about the services you receive? What is working well?

1. Librarians are great – the personal touch.
2. The collection is 'pretty reasonable' – normally there when I want it.
3. Online catalogue – easy to access and navigate and that they show the covers of the books.
4. Grounds and sculptures, legacy items, the statue is such an icon of Sunnyvale. Feelings of enjoying that statue – teenager pats him on the head and talks to the statue – it's a connection for all users.
5. CDs, DVDs, different languages, providing what the community needs – increased content.
6. Library acoustics are generally good – but children need special area
7. Self-check out is great – faster and kids enjoy using because of autonomy.
8. Greeted by book stacks – just past kiosk – new books section is great out front, comfortable chairs, fireplace.
9. Libraries are about books but other services are still important. People like books, technology is still remote from paper and books – is this a generational attachment?
10. Variety of program
11. Expansive hours of operation – better than any other library in the area- draws people from all over.
12. Group areas, 'nooks and crannies' for individual quiet time, plenty of different types of space.
13. Library location is fairly central to community.
14. Parking is decent – other library doesn't have same availability as Sunnyvale.
15. Secure location due to proximity to public safety
16. Good access for disabled users, existing wide aisles, open space etc.

B. What would you like to be able to do or have access to at the Library, but currently cannot?

1. Children's room is not comfortable, cuddling up and reading
2. Newer books in children's room
3. Huge picture book collection but pre-teen (9-12) is under-numbered.
4. Decontamination of children spaces, hard surfaces, disease spreading in community spaces – easily cleanable areas.
5. Kids area – inviting floor areas, interactive.
6. Ramps and different levels for kids, beanbag chairs – a space that is engaging for children – colored furniture.
7. Safe and comfortable area for children.
8. Furniture that accommodates adults and children sitting together – or adult furniture in children's area.
9. Better location for library would be town center – lots of other future activities to be planned there.
10. Accessibility to North Sunnyvale is an issue. More and more homes being constructed on Tasman etc – does Sunnyvale Library serve the entire community now or in the future.
11. Theatre – brings in performing programs – inviting for other groups to use the facility. Short Stories – professional readings of stories. Could involve a lot of people - could counteract the technology and give us some human contact.

12. More multi-purpose rooms, programs, meetings, café or food area, kids get dropped off at library – it's a safe place to do this, older teenagers space and younger teenager spaces – community center model.
13. Modular auditorium that could have holographic projector, used for theatrical presentation or holographic science related information – e.g. rocks on Mars. Accommodating space for future technology needs – black box theatre – modular design – seating in different varieties, standing, adaptable lighting design. Lo-tech to Hi-tech in the same space – technology is the enabler. Conduits in place so that future expansion is available.
14. More computers and stations for kids – for those that don't have at home. Bridging the gap between those that have and those that have not.
15. Kids now need to do multi-media reports, use computers and camcorders – will become more sophisticated – what do teenagers need in next 10-30 years - multi-media facilities, editing space etc.
16. Supporting spaces for multi-purpose activities.
17. Café or luncheon area – young people stood up at the Community Forum and asked for this – so we should deliver this – in or nearby to library. Noisy but safe as is next to library. Pay for itself or add to profit. Santa Clara Library has a good model – could be used as a benchmark. Free-speech café at Berkeley – very loud, always full but very successful.
18. Programming to support these new multi-purpose spaces, after school rec, dancers, opera singers, culture, arts, targeted themes, targeted users etc.
19. Space for lectures, presentations etc – lots of other libraries with lots of good ideas as benchmark.
20. Senior orientated activities and should feel comfortable.
21. Collaboration with the local schools – connecting the technology up.
22. Outside space could be used to learn – stimulated areas where people can talk and non-stimulated areas where people can focus.
23. Special book cases are environmentally ideal for important rare books and manuscripts – could be depository for these books – important books could be stored here – Silicon valley could easily have this service. This attracts lots of people – potential tourist attraction/income stream. Library could be a show place for the world and Sunnyvale. The Ireland example of the special rare book sealed in a glass box.
24. Bringing the museum experience to the library – special showcases.
25. Flexibility – stacks are going to go away – how would the building re-adapt with changing/reducing physical capacity. Activity based seems to be the main replacement theme/idea.
26. Drive-up book drop – driver drops book into bin – pick up/drop off window.
27. RFID System – automatically identifies books – system tracks all books and their location.
28. A focus for the library – there are lots of choices – Sunnyvale needs to concentrate on one or two themes but have access to other libraries themes/resources. Bay Area libraries have probably largest collection of books but they don't collaborate very well – stop investing in 'copies' of other books, get smarter ways of sharing these resources.
29. Sunnyvale should be more collaborative with other libraries in the area. Inter-library loans are still available. This collaborative service is available but is slow, cumbersome and not well known.
30. Special hours for exam weeks; at seasonal times of the years there is a greater need for the library – really provide a service for the community. Have tutors walking around at this time of the year to aid library users, library could stay open longer during this time, give preferential services to children revising.
31. Book sale should be at library
32. Free-bus to library – circle whole city and return to library.
33. Extending the reach of the library – instead of duplicating services – leverage the existing services

- C. Do you have any concerns associated with the planning of a new Library? Do you feel other community needs are not being met?

Concerned about becoming too technology driven.

1. Retrofit or new build – it should be a green building – lots of funding and grant opportunities. Retrofit green would be a great example – showing recycling and improving an old building at the same time. Hypo-allergenic buildings etc. A Well and Green Building.
2. Whatever the solution is it needs to be supported operationally (maintenance costs need to be factored in)
3. Equal accessibility for all people
4. Consideration of satellite library – this could better serve parts of the community – Los Altos Woodland Branch – doesn't compete with main branch.
5. Satellite library could be partnered with school district – during the day the school could use and in the evening the general public could access facility.

6. Instead of one main library have a network of smaller libraries (especially if books are going away). Spread out the investment.
7. Funding – the economy ebbs and flows – how is library going to get funded and should it cover operational costs to mitigate future cuts in services/budgets. Should there be a dedicated funding source. LoF should be outside of this ebb and flow of economy and city funds. Transport services are often planned in this way to protect initial investment and quality of service.
8. Additional drop off points for books – books would be dropped off sooner because better service provided – example alternate location - downtown Sunnyvale.
9. Library service should remain free – they are a vital public service – should not be charged – a high level of basic services – this would have to be sustainable funding/operations/services model. Special program or services could be charged but most services should be free.
10. No fees – anything that needs to be charged then move it to the community center. This allows the poor demographic to have full access to facility.

D. Describe your ideal visit to the Library in 10 years. What is the experience? What are you doing?

I *have* to go to Library as they are showing a papyrus presentation/lecture from Alexandria Library, Egypt – we are twinned with this library. Also showing is a live space presentation on a Mars landing. I drink green tea in the Atrium, read magazines and periodicals, my grandchildren are enjoying their visit in the children's reading room and I walk home as we live in a very safe community.

Starbucks/Browsing experience – hang out at café, reading magazines, multi-media, the reason to go to the library is to interact with other people, face to face, as actual reading materials are all available at home via the web, going to library with my grandkids and interacting in this rich multi-media environment.

Enjoy coming to the library and hanging out at café, taking out a book or whatever format its in, I head the program on new and old literature – gathering the community to give staged readings – lots of attendees – people that love literature really enjoy the readings, bringing people together and everyone loves reading, feels like back in NYC in the old days.

Coffee House/Book store experience – quiet reflection, plug into presentations, lectures, visual arts, multi-media lectures, facility is a community center, gathering place - media rooms, non-profit organizations and catering is available at library.

Ideal visit – get on computer and get a virtual tour of library – the dewey-decimal system is explained and more information is available on each resource – I then travel to the library and here a string quartet practicing music in the atrium.

Pick up my cell phone and check availability of books at Sunnyvale, go to front desk and download/collect a CD/hardcopy – pick up a sandwich and coffee and go to the multimedia center and work on a presentation with some friends.

Coffee in hand, 16 and 13 year old in tow – fully staffed library – the library gives me a good book recommendation, also help for my son on research skills, comfortable chairs with headphones – listening to music, teenager in teens area with supervision and I finish the day where everyone is involved in listening or is involved in activity – e.g. acting.

Show up for tea, get my medicare update at the library, local sport stories on video, highlights of local events, local cable news and other cities, watch a movie and access international tv, newspapers and magazines. The library has long hours and is easily accessible, it's a library of destiny (Sunnyvale is city of destiny) – tune in to other people around the world – conference rooms and discuss issues as group– connect and view other libraries programs through multi-media presentations. Library becomes future iTunes for community – sharing/controlling/filtering/prioritizing the vast amount of digital data available to everyone. Fair use of this data – educating people on ownership of data – library could lead in this area.

III. Conclusion

- A. Action Items and Next Steps
- B. Feedback on the Session

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- + great facilitation
- + good handwriting
- Δ Rob could speak at the beginning
- Δ no need to hear what other groups have heard
- Δ get out into the community with this information